

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1) (canceled) A method for optimizing golf car deployment comprising the steps of:  
~~recording golf car usage record based on axle revolutions;~~  
~~associating a golf car identification with the usage record;~~  
~~communicating the usage record and associated identification to a data store;~~  
~~calculating total usage data for each golf car identification; and~~  
~~reporting total usage data.~~
- 2) (currently amended) A method for optimizing golf car usage comprising the steps of:  
The method of claim 1 further comprising the steps of:  
recording golf car usage record based on axle revolutions;  
associating a golf car identification with the usage record;  
communicating the usage record and associated identification to a data store;  
calculating total usage data for each golf car identification; and  
reporting total usage data;  
calculating golf car rental income data for a predetermined time frame;  
calculating golf car usage data for the same ~~the~~ predetermined time frame; and

comparing rental income data with usage data whereby discrepancies between actual use and rental records may be resolved.

- 3) The method of claim 2 further comprising the steps of:  
providing a software conduit for exporting golf car rental income data to the data store from an accounting application.
- 4) (previously presented) The method of claim 2 further comprising the steps of providing a software conduit for importing golf car usage data from the data store to an accounting application.
- 5) (previously presented) The method of claim 2 further comprising the step of calculating a usage-income efficiency value based on the step of comparing rental income data with usage data.
- 6) (previously presented) The method of claim 5 further comprising the steps of identifying at least one or more employees responsible for collecting golf car rental income and grouping the usage-income efficiency value with the at least one or more employees.
- 7) (previously presented) The method of claim 5 further comprising the step of measuring the usage-income efficiency value of a first golf course operation against a second golf course operation to determine the relative profitability of each course in view of golf car usage.
- 8) (currently amended) A method for optimizing golf car usage comprising the steps of:  
~~The method of claim 1 further comprising the steps of:~~  
recording golf car usage record based on axle revolutions;  
associating a golf car identification with the usage record;

communicating the usage record and associated identification to a data store;

calculating total usage data for each golf car identification; and

reporting total usage data;

prioritizing the deployment of golf cars based on total usage data; and

communicating a priority order by a visual indicator.

- 9) (previously presented) The method of claim 8 wherein the visual indicator comprises at least one light emitting diode.
- 10) (previously presented) The method of claim 8 wherein the visual indicator comprises a liquid crystal display.
- 11) (previously presented) The method of claim 10 wherein the liquid crystal display indicates deployment priority numerically.
- 12) (previously presented) The method of claim 10 wherein the liquid crystal display indicates deployment priority alphabetically.
- 13) (previously presented) The method of claim 10 wherein the liquid crystal display also indicates a battery capacity level.
- 14) (previously presented) The method of claim 10 wherein the liquid crystal display also indicates golf car position by global positioning satellite.
- 15) (currently amended) A method for optimizing golf car usage comprising the steps of:  
~~The method of claim 1 further comprising the steps of:~~  
recording golf car usage record based on axle revolutions;  
associating a golf car identification with the usage record;

communicating the usage record and associated identification to a data store;  
calculating total usage data for each golf car identification;  
reporting total usage data

grouping total usage data into operational units;  
calculating a benchmark value across a plurality of operational units; and  
comparing usage data of an individual operational unit against the benchmark value to quantify the relative success of the individual operational unit.

- 16) (previously presented) The method of claim 15 further comprising the step of modifying marketing programs responsive to the comparison.
- 17) (previously presented) The method of claim 15 further comprising the step of modifying personnel scheduling responsive to the comparison.
- 18) (previously presented) The method of claim 15 further comprising the step of modifying maintenance programs responsive to the comparison.
- 19) (previously presented) The method of claim 15 further comprising the steps of concealing the identity of the other operational units from the individual operation unit under comparison to encourage participation of a plurality of operational units without concern that competitive data might be disseminated.
- 20) (currently amended) A method for optimizing golf car usage comprising the steps of:  
~~The method of claim 1 further comprising the steps of:~~  
recording golf car usage record based on axle revolutions;  
associating a golf car identification with the usage record;

communicating the usage record and associated identification to a data store;

calculating total usage data for each golf car identification;

reporting total usage data;

collecting golf car battery level data concurrently with usage data;

correlating battery level data and usage data; and

evaluating battery performance based on usage data.

- 21) (previously presented) The method of claim 20 further comprising the step of associating product warranty data with battery performance to verify product warranty claims.
- 22) (previously presented) The method of claim 20 further comprising the step of scheduling preemptive maintenance responsive to poor battery performance.
- 23) (previously presented) The method of claim 20 further comprising the step of transmitting battery performance to original battery manufacturers.
- 24) (previously presented) The method of claim 1 further comprising the steps of:  
scheduling maintenance procedures based on usage data.
- 25) (previously presented) The method of claim 24 further comprising the step of optimizing staffing schedules coincident with the scheduled maintenance procedures.
- 26) (previously presented) The method of claim 24 further comprising the step of optimizing the scheduled maintenance procedures coincident with low equipment demand periods.
- 27) (previously presented) The method of claim 1 further comprising the step of confirming golf car inventory based on the golf car identification.

- 28) (previously presented) The method of claim 27 further comprising the steps of establishing a predetermined inventory value and reporting a deviation of the value in the confirmation step.
- 29) (previously presented) The method of claim 27 further comprising the step of reporting the confirmation to an original equipment manufacturer having a security interest in the golf cars.
- 30) (previously presented) The method of claim 27 further comprising the step of reporting the confirmation to an insurer having a security interest in the golf cars.
- 31) (previously presented) The method of claim 27 further comprising the step of reporting the confirmation to a lender having a security interest in the golf cars.